HEALTH & BEAUTY AIDS

Ethnic Items Second in Profitability

Ethnic-product sales continued to climb among discounters.

According to Boston Distributors, the firm supplying the Product Movement Audit, same-store sales among its customers increased by close to 40% last year.

Milton Rosenberg, vice president of sales, said the ethnic-product category is, or should be, the second most profitable in the health and beauty aid department, with gross margins of 35%-40%. (Hair accessories is usually the top profit producer.)

For the period covered by the audit, Jan. 30, 1981, through Feb. 1, 1982, the Dark N Luvly Relaxer Kit was the top-selling ethnic item, just as it has been for the past three years.

But, the fastest growth in the category came from Soft Sheen's Carefree Curl products with three items on the list of best sellers. The Carefree Curl Moisturizer ranked No. 8; the Activator, No. 10, and the Keratin Conditioner, No. 38.

Rosenberg said this past year's change in black hair styling has produced a number of shifts in the top-selling ethnic items. Black women have been moving steadily away from the previously popular straight look to softer, wavy hair styles.

As a result, sales of items like relaxer kits and heavy, petroleum based conditioners have declined, although they remain staple products in the ethnic category.

For instance, the PMA for 1980 listed Revlon's Relaxer Kit Regular in the No. 5 position; for 1981 it dropped to No. 13.

Petroleum-based Ultra Sheen Conditioner, 8 oz., ranked No. 8 in 1980; in 1981 the item fell to the No. 16 spot.

Products used to achieve the curly look, such as the wave activators—Pro Line Curly Kit, Carefree Curl Activator, Sta-Sof-Fro Curl Activator and TCB Easy Curl Kit—are now among the fastest-moving.

Improvement Reported

Increasing customer use of the curl activators, which can have a tendency to dry the hair, has also stimulated sales of hair moisturizers, hair and scalp conditioners, and oil sheens.

In the last-named group Sta-Sof-Fro Spray Extra Dry ranked No. 2 in the 16-oz. size and No. 7 in the 8-oz. size.

While the majority of the top-sellers in the ethnic category are hair-care-related, staple products in a complete assortment also include skin conditioners and shaving powders for men.

In skin conditioners, Ambi Skin Cream formulated for oily skin ranked No. 41; its normal skin formula ranked No. 49.

Magic Shave Powders ranked No. 59 and 60.

Although it did not make the PMA, Dark N Luvly's hair coloring is also a basic in the ethnic assortment, Rosenberg said. The top-selling hues in this coloring formulated for black hair are: auburn, dark auburn, brown, black and jet black.

$ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
	ETHNIC PRODUCTS			
1	Dark N Luvly relaxer kit	35,624	4.88	173,845
2	Sta-Sof-Fro spray extra dry 16 oz	28,473	3.62	103,072
3	Pro Line curly kit	13,044	6.32	82,438
4	Sta-Sof-Fro curl activator 8 oz	26,563	2.72	72,251
5	Sta-Sof-Fro curl activator 16 oz	18,143	3.60	65,315
6	TCB hair & scalp conditioner 8 oz	21,791	2.89	62,976
7	Sta-Sof-Fro spray extra dry 8 oz	27,468	2.27	62,352
8	Carefree curl moisturizer 8 oz	20,525	2.91	59,728
9	TCB easy curl kit reg	5,169	9.53	49,231
10	Carefree curl activator 8 oz	14,329	3.14	44,993
11	TCB hair food 8 oz	12,285	3.43	42,138
12	Sta-Sof-Fro spray reg 8 oz	16,606	2.27	37,696
13	Revlon relaxer kit reg	6,273	5.75	36,070
14	Classy curl kit	4,355	8.19	35,667
15	Revlon relaxer kit mild	6,072	5.75	34,914
16	Ultra Sheen conditioner 8 oz	9,901	3.36	33,267
17	Sta-Sof-Fro style kit	6,621	4.84	32,046
18	Revlon relaxer kit super	5,417	5.75	31,148
19	TCB easy curl activator 6 oz	10,202	2.98	30,402
20	TCB oil sheen 13 oz	10,591	2.62	27,748
21	TCB hair & scalp cond 14 oz	5,570	4.53	25,232
22	Pro Line curl activator	8,923	2.77	24,717
23	White Rose petroleum jelly 15 oz	14,561	1.49	21,696
24	Sta-Sof-Fro curl kit	2,234	9.06	20,240
25	Ultra Sheen permanent reg	3,431	5.70	19,557
26	Ultra Sheen condition, extra dry 8 oz	5,862	3.30	19,345
27	Pro Line perm repair 2 oz	8,726	2.14	18,671
28	Classy Curl curl activator 12 oz	5,145	3.60	18,522
29	Hair Repair 14 oz	8,037	2.18	17,521
30	Ultra Sheen permanent super	3,057	5.70	17,425
31	Kurle Keeper spray 8 oz	5,742	2.94	16,881
32	Calif Natural cmb out oil sh	9,303	1.76	16,373
33	Ultra Sheen natural body relaxer, reg	2,892	5.61	16,224
34	TCB detangling shampoo 16 oz	3,340	4.64	15,498
35	Blue Magic conditioner 12 oz	9,637	1.56	15,034
36	Blue Magic bergamot 12 oz	9,289	1.61	14,955
37	Ultra Sheen permanent mild	2,583	5.70	14,723
38	Carefree Curl keratin cond 8 oz	4,335	3.07	13,308
	ETHNIC PRODUCTS			
39	Posner bergamot 7 oz	5,695	2.33	13,269
40	Dark N Luvly hair dressing 4.5 oz	6,321	2.09	13,193
41	Ambi skin cream oily 2 oz	4,460	2.95	13,157
42	Ultra Sheen conditioner 2 oz	9,627	1.35	12,996
43	DAX Super-Lanolin 3.5 oz	7,712	1.65	12,725
44	Sulfur 8 H&S condition 4 oz	5,113	2.48	12,680
45	Ultra Sheen natural body relaxer mild	2,161	5.61	12,123
46	Pro Line hair food 4.5 oz	6,303	1.90	11,976
47	Cornell's curl kit	2,439	4.86	11,854
48	Kiddie Kit hair relaxer	2,286	5.00	11,430
49	Ambi skin cream normal 2 oz	3,808	2.95	11,234
50	Pro Line hair food 7.5 oz	3,726	2.97	11,606
51	DAX pomade 7.5 oz	6,182	1.69	10,448
52	Afro Sheen Afro Soft 8 oz	4,382	2.36	10,342
53	Sta-Sof-Fro curl moisturizer 12 oz	2,803	3.65	10,231
54	Queen bergamot 8 oz	7,277	1.40	10,188
55	Glovers Mange med liquid 2.5 oz	3,628	2.79	10,122
56	Cream of Nature relaxer kit	1,572	6.25	9,825
57	French perm kit reg	1,804	5.37	9,687
58	Posner bergamot 3.5 oz	6,689	1.44	9,632
59	Magic Shave powder gold 4.5 oz	8,391	1.14	9,566
60	Magic Shave powder blue 5 oz	10,236	0.93	9,519
61	TCB hot oil treatment 1 pk	8,852	1.04	9,206
62	French perm kit super	1,713	5.37	9,199
63	Ultra Sheen cond extra dry 2 oz	6,731	1.35	9,087
64	Murrays hair pomade 3 oz	5,805	1.47	8,533
65	Royal Crown hair dressing 8 oz	6,423	1.32	8,478
66	Afro Sheen hair cond 8 oz	2,404	3.36	8,077
67	Nadinola deluxe 2.25 oz	3,463	2.33	8,069
68	Ambi skin cream dry 2 oz	2,734	2.95	8,065
69	Pro Line oil sheen 11 oz	3,650	2.18	7,957
70	Sulfur 8 hair & scalp cond 2 oz	4,951	1.59	7,872
71	Dark N Luvly conditioner 2 oz	4,237	1.83	7,754
72	Carefree curl cond shampoo 8 oz	3,607	2.14	7,719
73	Artra cream 2 oz	2,816	2.74	7,716
74	Le Kair hormone conditioner 2 oz	4,333	1.74	7,539
75	Kurl Keeper no rod kit	1,082	6.93	7,408

Source: Boston Distributors, Maple Heights, Ohio. Jan. 30, 1981, thru Feb. 1, 1982.

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DORCY

18 Murphy's Marts Will Get New Look

(Continued from page 3)

small, in an old format) and 13 in the Greater Pittsburgh market. Although no long-range chainwide conversion schedule has been developed, officials say they will most likely convert all metropolitan units of adequate size (at least 42,000 sq. ft.), and use the format for all future stores.

Pinpointed for probable conversion next year are units in Charleston and Fairmont, W. Va., and Harrisburg, Pa.

Blair McRae, vp of planning for the McKeesport, Pa.-based chain, is credited with development of the new store concept. He joined Murphy last year after having served in store planning at several large department store chains, including Ohio-based Federated Department Stores.

Both McRae and other Murphy execs are reluctant to call the Glen Burnie and Towson units "prototypes," because they say certain refinements will continue to be made in the concept, as it is spread throughout the chain. But most of their aversion to the term seems to stem from Murphy's past performance. Said one official, "Out of 108 units, we've got 106 prototypes."

The bulk of evidence, however, points to a Murphy's Mart that is seeking to move in one direction within its stores. McRae emphasized the chain's commitment to building a store concept that would provide greater shopping ease for customers through greater department identification, such as the large suspended graphic signs and fingerwall backdrops used here to shopify departments, especially in apparel.

Layout Changed

The new store format jets an aisleway from the main raceway angularly between women's and girls' apparel, in an effort to draw more traffic through higher-margin soft lines. Easily accessible are children's, lingerie, domestics and shoes.

Major emphasis other than positioning has also been shifted to ready-to-wear. "We're hoping to shift our mix more and more to soft lines," McRae said. "And when I say soft lines, I mean ready-to-wear."

RTW currently makes up only 22% to 30% of the mix in traditional Murphy's Marts, but the chain is looking to increase its percentage by 4 to 5 percentage points during the next few years, the planner said.

On new face-out fixturing—double-hang bars, T-stands, circular racks—it is evident a push has come to gain more brand names. The Glen Burnie and Towson units boast full selections of jeans by Calvin Klein, Jordache, Gloria Vanderbilt, Sasson, Levi's, Lee and Wrangler, priced from $24.99 (reg. $33.96) on designer jeans to $19.95 on other brands. In the junior's department, Sasson sweatshirts, T-shirts and waffle-weave sport shirts and Levi plaid cotton shirts, as well as numerous California-labeled goods, speak to the branded movement.

McRae and other officials, however, are quick to point out that Murphy's Mart isn't trying to "trade away" from its core customers. They say a Murphy's Mart customer profile is identical to a K mart customer's. And like K mart, Murphy's Mart is trying to add younger customers through building junior boys' and girls' apparel. Cosmetics and jewelry fixturing have also been upscaled, and the selections somewhat expanded to cater to those customers.

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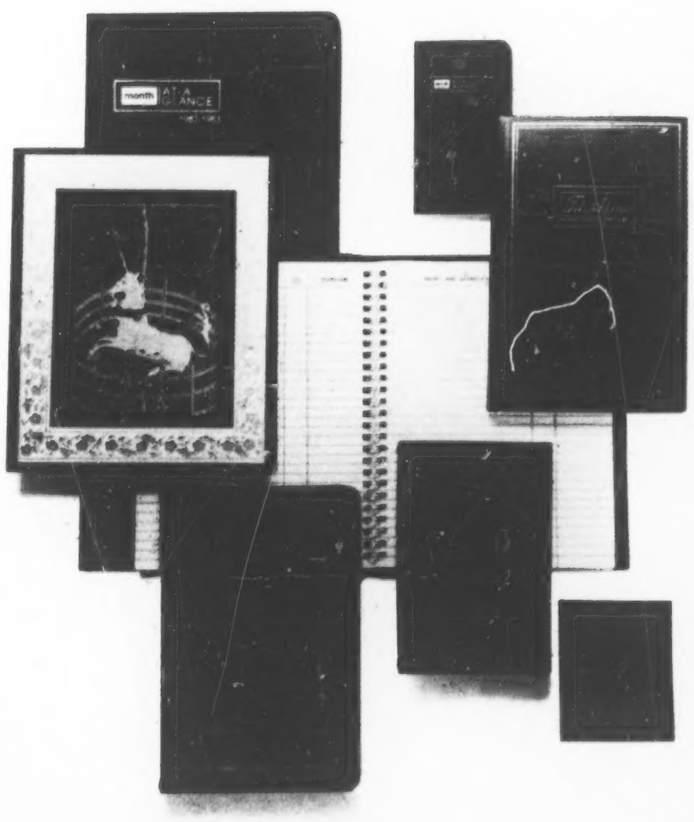

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Traffic Builders

(Continued from page 3)

down to store managers."

Gold Circle is also looking to produce a profit and loss statement for each circular this year, in an effort to gauge the total effect of the program, Snell said.

New Moves

Discounters say that more than ever they are stricter in product selection in traffic-building.

"We still have to promote consumables to a great extent," said Magic Mart's vp and hard goods merchandise manager Alan Long. "But we've gone to a better mix, because margins are so tough in consumables."

While continuing to play up paper products, household chemicals, health and beauty aids and food—which Long and most other chains still rate as top-drawing items—more emphasis is going to higher-margin categories like home decor.

Sales, Net

(Continued from page 1)

lower income customers. Loeb sees higher profits for the third quarter and a "dramatic upturn" in the fourth quarter.

Zayre Corp. announced its performance for the year ended Jan. 30, 1982, represented its sixth consecutive year of record sales and earnings. Total company sales, excluding leased departments, hit $1.8 billion, a 12.7% rise over the previous year. Net income was $22.1 million, a gain of 26%.

However, the Zayre stores turned in lower operating earnings. Segall said Zayre "chose to become even more aggressive pricewise" during the fourth quarter which meant accepting lower gross margins to achieve sales results.

At Target, sales of $2.1 billion meant a 34% rise over the previous year; and the chain increased its operating profit by 19%.

Venture's sales for fiscal 1981 were $612 million, a 9% gain. The chain's operating income was $17 million for a 40.3% increase. Comparable-store sales for the year went ahead by 9%.

Eighth Annual PMA: Pp. 19-77
Catalog Showroom News: P. 83

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Record buyers say the two top-selling albums by the Go-Go's and J. Geils Band are "must-have" albums. Dealers are waiting for other blockbusters to spark category sales.

Record Buyers' Chorus: 'All We Need Is a Hit'

By FRANK CAVALIERE

Will Bruce come to the rescue?

Can Joan Jett take off? Where are the Go-Go's going? Are the Stones rolling?

In the wake of a sales slump affecting record department volume over the last 18 months, discounters are scratching their heads trying to pick next month's hot seller and hoping it will start a fire.

One key reason behind the disc doldrums appears not to be the recession or increased competition from home video games, but the lack of sure-fire hit releases.

As a result, buyers around the country are bolstering profitability by cutting inventory, tightening distributor servicing and developing imaginative promotions.

In order to keep a tight rein on best-sellers in each of Woolco's markets, buyer C. R. Staley said the chain will eventually have its own computer system, replacing the present operation of 100% distributor servicing.

(Continued on page 4)

Allbright Starts Overhaul Of Woolworth/Woolco

By IRIS S. ROSENBERG

NEW YORK—Bruce Allbright is starting to make his mark on Woolworth/Woolco.

Three months after taking over the helm of the ailing 102-year-old retailer, the former president of Target Stores has started to make changes—beginning with a complete overhaul of the tradition-bound chain's headquarters and regional office staffs.

Allbright's plan is to carve out two independent divisions—one for Woolco and one for Woolworth—where there had been one. When the corporation first began opening Woolco stores in the early 60's, it operated them as a separate division from the larger variety store operation. It gave up that plan in the early 70's and merged both staffs into one. Last year, it began again to separate the two—but only at the top levels and in the field; one buying staff served both classes of stores.

Each division will be run by a chief operating officer; line staffs on b th the merchandising and operations side of the business will be created under each coo.

At *DSN*'s presstime, company sources said Allbright was actively looking outside the company for an experienced mass merchandising executive to run the Woolco division.

John Parker, 41, who was senior vp and general manager, Woolco—a newly created post he was named to last spring—will head up the Woolworth side of the company as coo. He replaces Charles Kline, senior vp, general manager, Woolworth, who has left the company. Kline had gotten that title when Parker, a 22-year company veteran, was called into headquarters to head up Woolco. Previously, Kline had been senior vp for both the Woolworth and Woolco stores.

Jack McNutt, corporate vice president, personnel, has been named senior vp, store operations, and acting coo on the Woolco side. McNutt, 56, has been with the company for 39 years.

While there had been no

(Continued on page 100)

Discounters, Retail Assns. See Baxter to No Avail

WASHINGTON—Representatives from K mart, Woolco, Target and Wal-Mart confronted Justice Department Antitrust Chief William Baxter earlier this month to voice growing industry concern over Government efforts to downgrade resale price maintenance enforcement.

A face-to-face showdown with Baxter confirmed the industry's worst suspicions that the Justice Department is determined to breakdown long-standing legal safeguards guaranteeing retailers control over their own pricing structures.

"We express strong opposition to any retreat on resale price maintenance, and drove home the serious harm such a step would cause the consuming public and the retail industry," AGMC president Ed Borda said.

"While we think we've succeeded in raising our concerns, the Justice Department seems committed to preceding on its course."

The AGMC official was in attendance as were officials from the NMRI and the National Association of Catalog Showroom Merchandisers.

Earlier this year Baxter and other Reagan Administration antitrust officials shocked the discount store industry by declaring that attempts by suppliers to coerce retailers into maintaining list prices were often pro-competitive.

Under current antitrust law such restrictions are an auto-

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This Son Does It His Way

Alvin and Saul Glosser
Dad didn't encourage son to follow in his footsteps.

By BETTY J. TAYLOR

JOHNSTOWN, Pa.—It wasn't long ago that Saul Glosser was just the boss's kid, hanging around corporate headquarters here in dungarees and doing odd jobs to earn extra spending money.

Eleven years after his first stock-boy stint, he's still the boss's son, a title he can't avoid. But these days, the 23-year-old is in a buying office placing orders for blue jeans and not wearing them. In February, he became boys' wear buyer for Glosser Bros.—both its western Pennsylvania department store and its 21-unit Gee Bee discount store division.

As sometimes is the case with boss's sons, he didn't come by the job easily. Although dad—Alvin Glosser, president and coo—is now proud to have his offspring on board, it wasn't at his insistence or encouragement.

In fact, if the adage "like father, like son" had applied, Saul would have gone for a different career, because his father

(Continued on page 100)

Digest

April 19, 1982

HARDWARE

- **Despite the high ticket price, new power tools hitting the** market may give some spark to the stabilized power tool category. (p. 11)
- **Unable to afford new, larger housing, consumers are expand-**ing closet and storage space with shelving products, giving a boost to the category, discounters find. (p. 11)

H&BA

- **A new philosophy and a new franchised cosmetics department** have hit Zodys. A 25% sales increase in the department is expected. (p. 14)
- **Assortment is the name of the game in selling cough and cold** remedies, discounters claim. Most are staying with the highly advertised products. (p. 14)

HOUSEWARES

- **Trying to scoop up more volume in the vacuum cleaner category,** dealers are either keeping sku's to a minimum or are stocking up on assortments. (p. 17)
- **The time is still ripe to capitalize on the clock category and** retailers like Wal-Mart are using new store signing to make the profitable category stand out. (p. 17)

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